



FAIRFAX COUNTY PARK AUTHORITY



12055 Government Center Parkway, Suite 927 • Fairfax, VA 22035-5500
703-324-8700 • Fax: 703-324-3974 • www.fairfaxcounty.gov/parks

For Immediate Release

Judy Pedersen, PIO

E-mail: parkmail@fairfaxcounty.gov

Press Inquiries: 703-324-8662

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2014-2018 Strategic Plan Adopted by Park Board

The Fairfax County Park Authority Board adopted the 2014-2018 Strategic Plan on June 26, 2013, an action which will set in motion an agency wide effort to integrate strategic initiatives with operating plans into a broader set of strategic priorities. Once again, the Park Authority used a balanced scorecard approach which balances specific objectives and measures across a variety of key strategic areas. By utilizing a scorecard of key measures, the Park Authority can gauge its progress toward a set of stated objectives over the next five years.

Connecting individuals and communities with the many park benefits and creating greater understanding about how parks positively impact our quality of life in Fairfax County is the ultimate outcome of this strategic plan. The Park Authority recognizes six areas of emphasis in which parks make a difference in our daily life: physical health, mental health, social functioning, youth development, the environment and economic well-being.

Using the Balanced Scorecard approach and stakeholder input, four strategic perspectives are embraced: the customer's perspective, the financial perspective, business process and learning and growth. Guiding visions outline how the agency plans to strengthen the value parks provide to the community, strengthen the Park Authority's financial stability, improve business practices, and to promote organizational excellence.

Beyond these vision statements an implementation plan outlines projects to be accomplished over the next five years with measures and accountability built in to a robust reporting process. We invite you to explore the plan, to become familiar with objectives and initiatives that will impact park services you receive, the parks and facilities which are improved and maintained and the broad array of recreation and stewardship programs offered for your family to enjoy.

The 2014-2018 Strategic Plan is a vibrant, living document. It is supported by an enthusiastic staff and a Park Board dedicated to excellence. You will find the plan online at www.fairfaxcounty.gov/parks/strategicplan.

For more information about specific projects, timelines or the implementation plan or for a copy of quarterly updates related to strategic initiatives call Deborah Babcock-Daley, Strategic Initiatives manager at 703-324-8665 or email Deborah.Babcock-Daley@fairfaxcounty.gov.

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If accommodations and/or alternative formats are needed, please call (703) 324-8563, at least 10 working days in advance of the registration deadline or event. TTY (703) 803-3354.